

CRAFT DESIGNS

ALL INDIA HANDICRAFTS BOARD

MINISTRY OF COMMERCE & INDUSTRY, GOVT. OF INDIA

Ist Edition
1961

Produced by
PUBLICITY SECTION
ALL INDIA HANDICRAFTS BOARD
MINISTRY OF COMMERCE & INDUSTRY
GOVT. OF INDIA.

CONTENTS

Subject	Page
METALWARE	7
POTTERY	15
WOODWORK	25
TEXTILE PRINTS	45
MISCELLANEOUS	58
JEWELLERY	63


Foreword

Design is the artery of a craft. It is what makes life glow into what would otherwise be a dead inanimate object. India has a very fine tradition in designs. In fact in clay and metalware the emphasis was positively on the shape, the form to be exquisite and aesthetically satisfying without elaboration and decoration.

Under the pressure of new influences, often very alien, in the sense of not having any kinship with our background or environment or way of life, the original concepts of design have tended to become distorted and sometimes destroyed. While new designs are essential, they should be expressions of our own genius and related to our life.

The series of design albums by the All India Handicrafts Board is to stimulate designing and provide designs which blend into our setting and environment. India had rigidly followed the now oft repeated maxim "Design should be functional". All crafts were functional. Or to put it the other way, every article of use was beautiful in design and colour, no matter how humble its use, so that we lived with beautiful objects and cultivate a sensitivity to it. It is in order that we may continue to live with beauty that the Handicrafts Board attaches greatest importance to designs and hopes that these albums will help us attain that objective.

Kamala Devi Chattopadhyaya



Digitized by the Internet Archive
in 2018 with funding from
Public.Resource.Org

<https://archive.org/details/greatdesigns00alli>

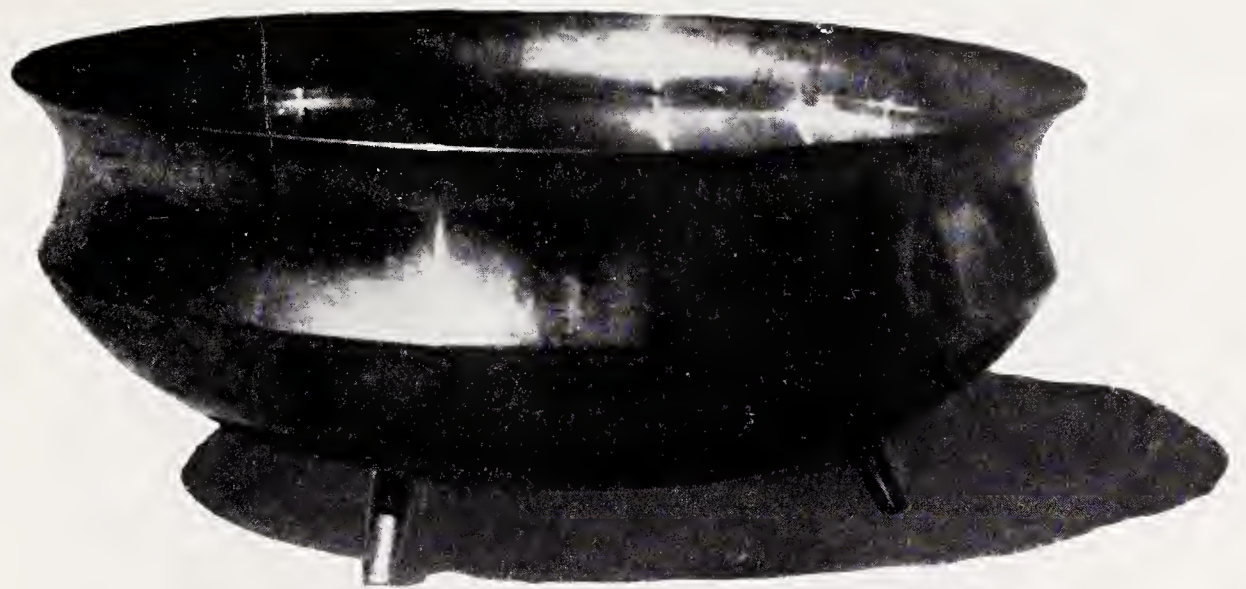
METALWARE

Perforated metal bowl.
Regional Design Centre, Delhi.
A.I.H.B.





Metal enamel Vase.
Regional Design Centre, Delhi.
A.I.H.B.



Metal bowl.
Regional Design Centre, Bombay.
A.I.H.B.



Metal pot with scratched
decoration
Regional Design Centre, Bombay.
A.I.H.B.



Metal pot with beaten decoration.
Regional Design Centre, Bangalore.
A.I.H.B.



Metal pot.
Regional Design Centre, Bangalore.
A.I.H.B.



Metal bowl with lid.
Regional Design Centre, Bangalore.
A.I.H.B.



Decorative box.
Institute of Industrial Design,
Patna, (Bihar)



Metal & enamel cigarette box.
Regional Design Centre, Delhi.
A.I.H.B.

POTTERY



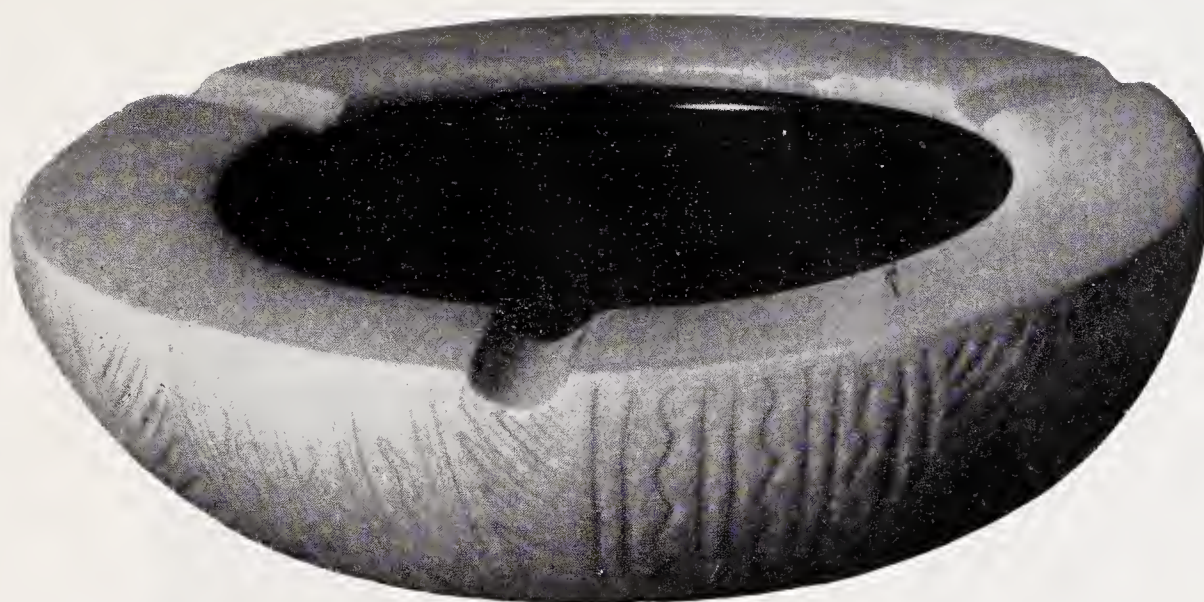
Pottery "Sherbet" set.
Regional Design Centre, Delhi.
A.I.H.B.



Pottery Egg cups with scratched
decoration.
Regional Design Centre, Delhi.
A.I.H.B.

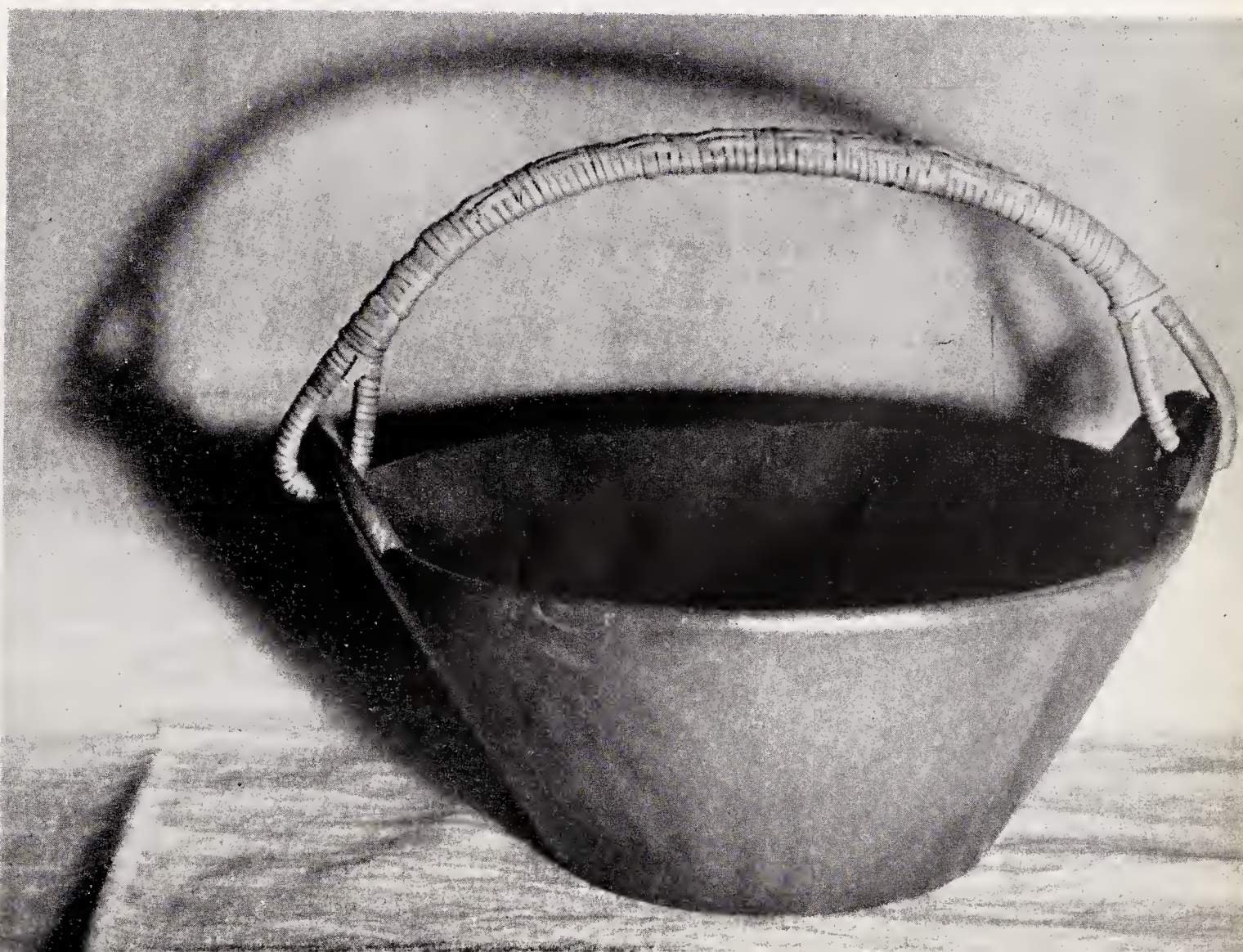


Pottery bowl with
scratched decoration
Regional Design Centre,
Delhi.
A.I.H.B.



Pottery ash tray.
Regional Design Centre, Delhi.
A.I.H.B.

Pottery fruit basket.
Regional Design Centre, Delhi.
A.I.H.B.





Decorative glazed pottery plate.
Regional Design Centre, Delhi.
A.I.H.B.

Pottery Jar.
Central Design Centre.
Department of Industries.
Lucknow (U.P.)



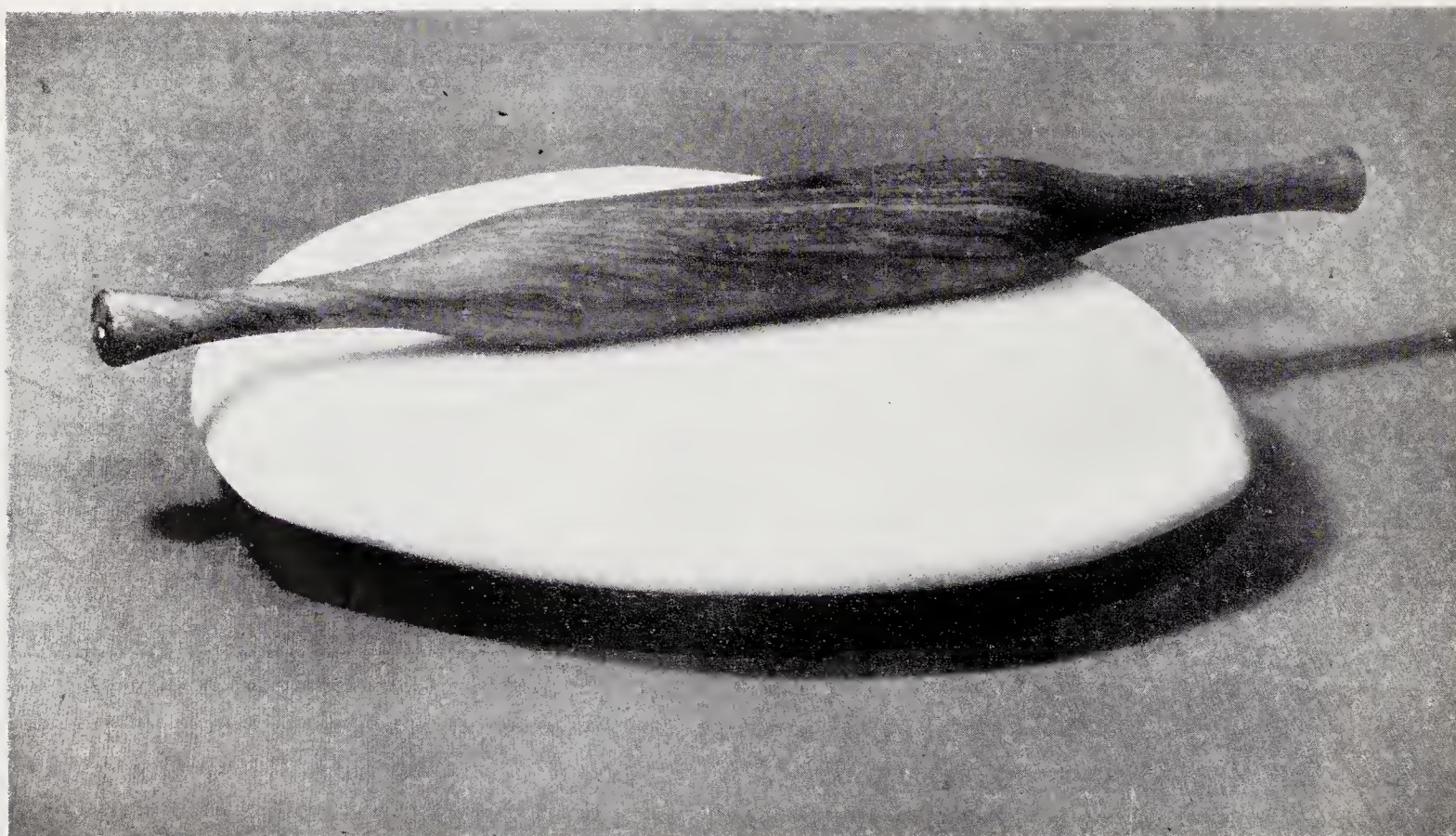
Pottery Table-ware.
Regional Design Centre, Delhi.
A.I.H.B.





Pottery bowl.
Central Design Centre.
Department of Industries.
Lucknow. (U.P.)

"Chakla" and "belan" set.
Regional Design Centre, Delhi.
A.I.H.B.





Pottery Vessel.
Regional Design Centre,
Bangalore.
A.I.H.B.

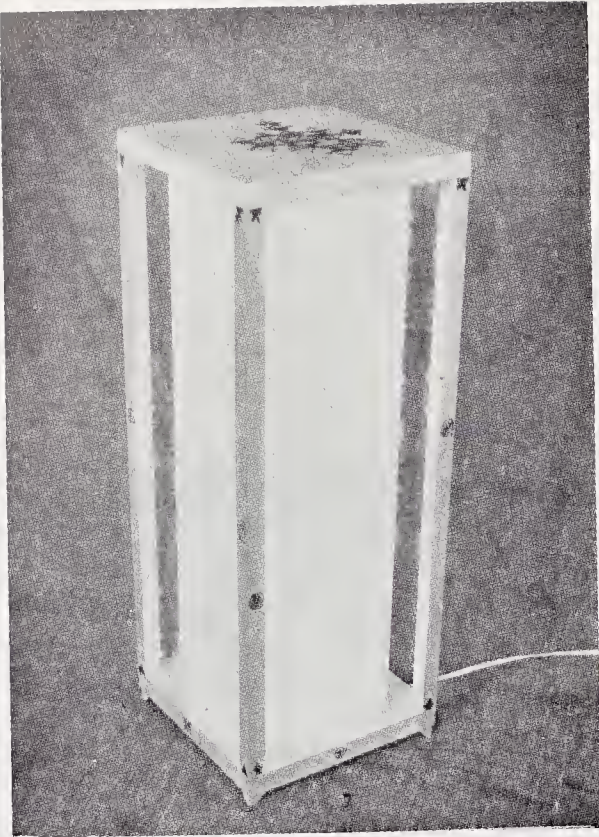


Glazed pottery coffee set.
Regional Design Centre, Delhi.
A.I.H.B.

WOODWORK



Divan-cum-Settee.
Regional Design Centre, Calcutta.
A.I.H.B.



Standard Lamp.
Planning & Promotion Department.
Indian Cooperative Union, New Delhi.

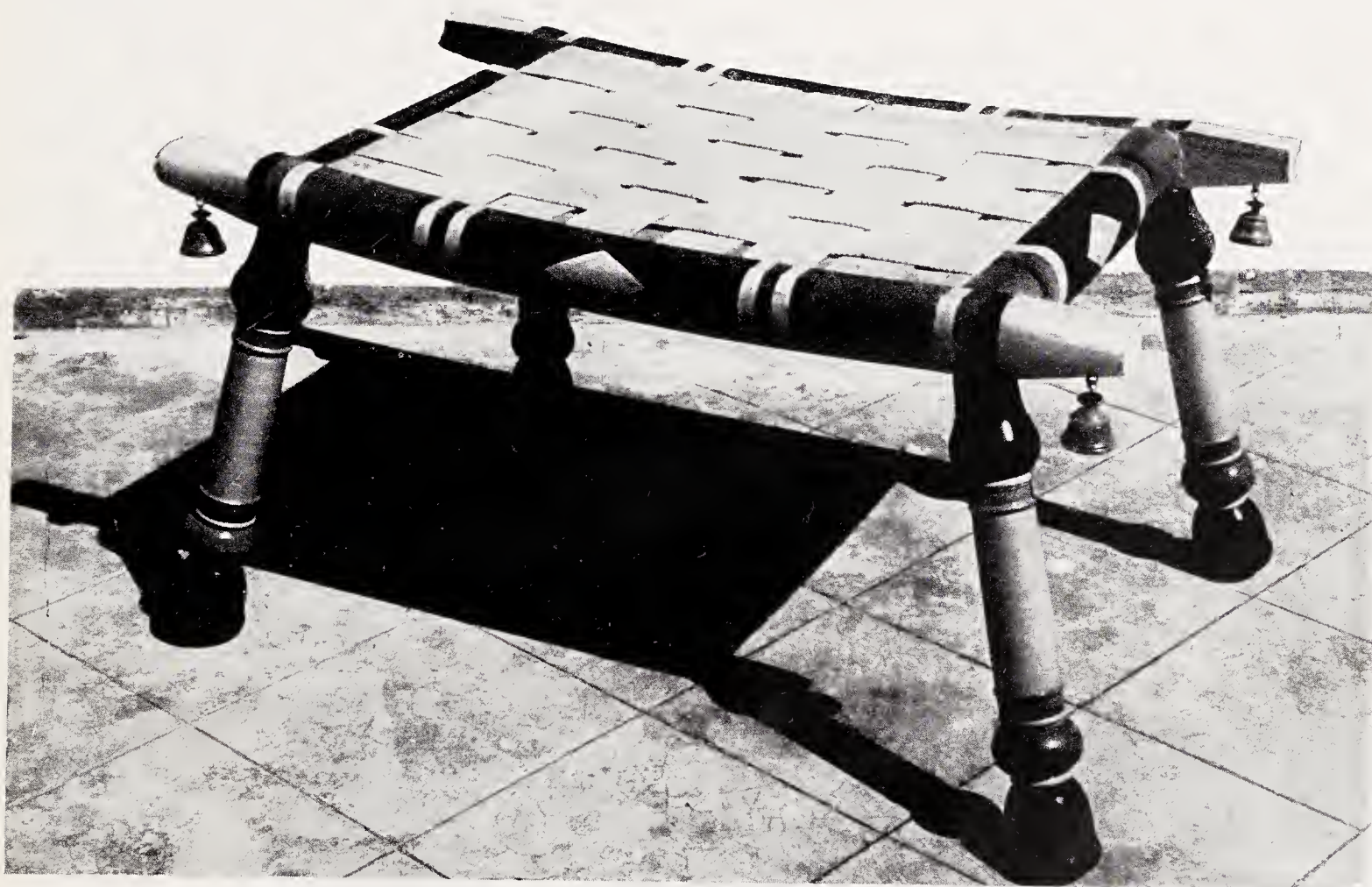


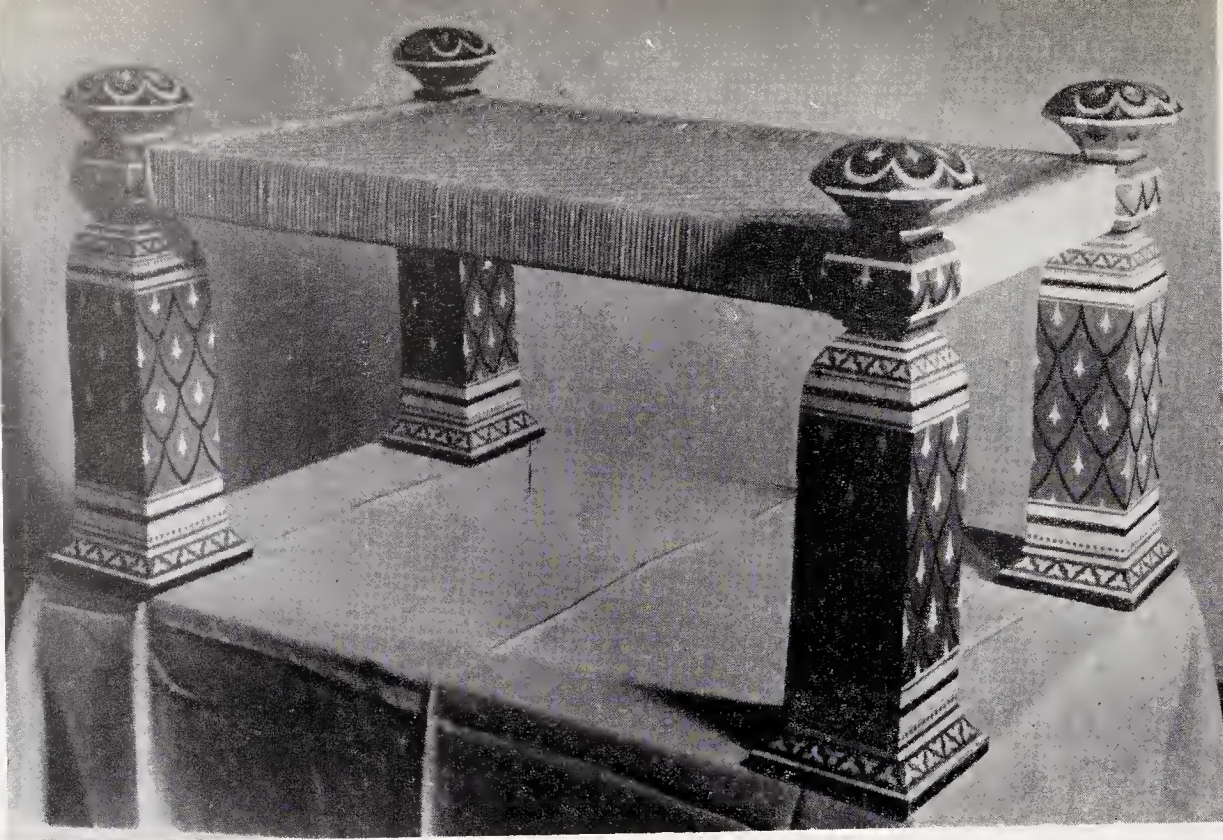
Wooden table with inlay
decoration.
Planning & Promotion Department.
Indian Cooperative Union, New Delhi.

Folding table with inlay decoration.
Planning & Promotion Department.
Indian Cooperative Union, New Delhi.



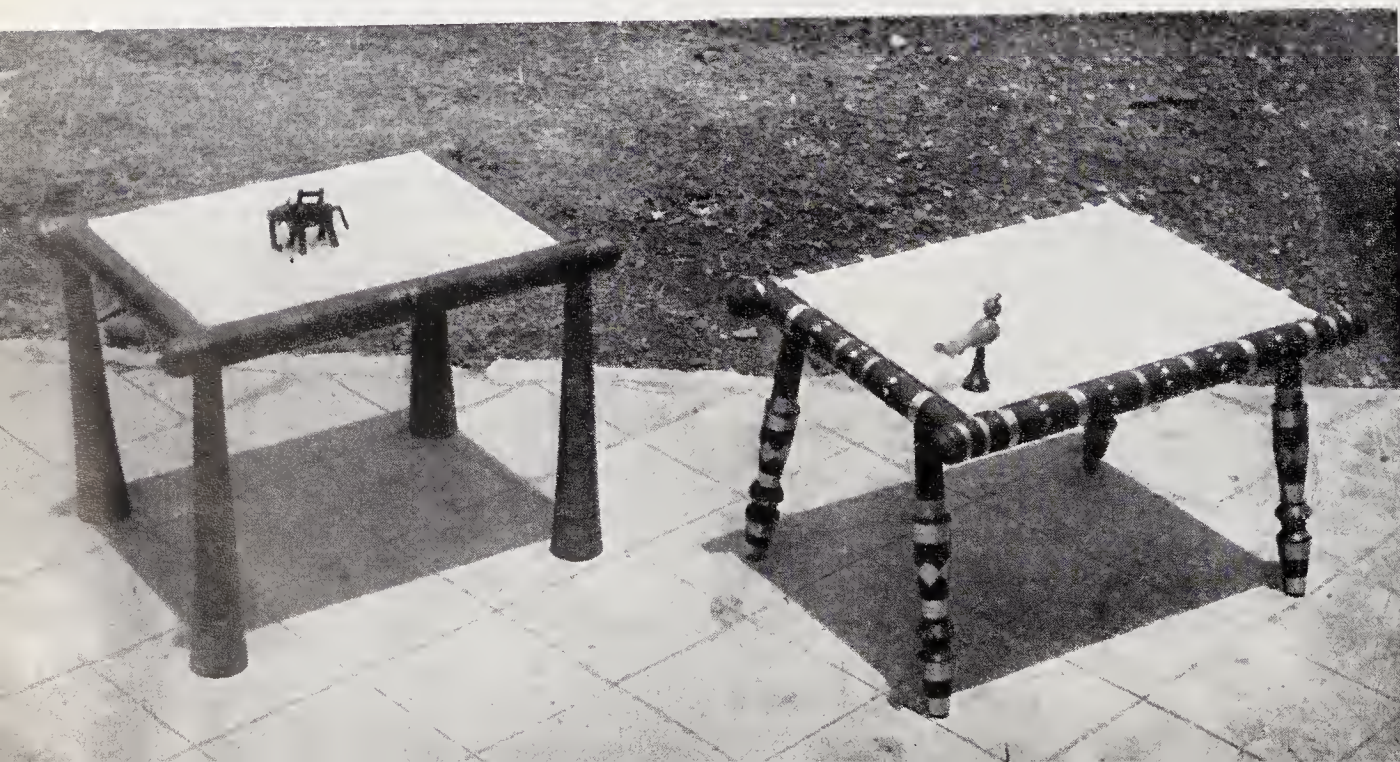
Lacquer-turned stool.
Regional Design Centre, Bombay.
A.I.H.B.





Decorative stool.
Regional Design Centre, Bangalore.
A.I.H.B.

Decorative wooden stools.
Regional Design Centre, Bombay.
A.I.H.B.





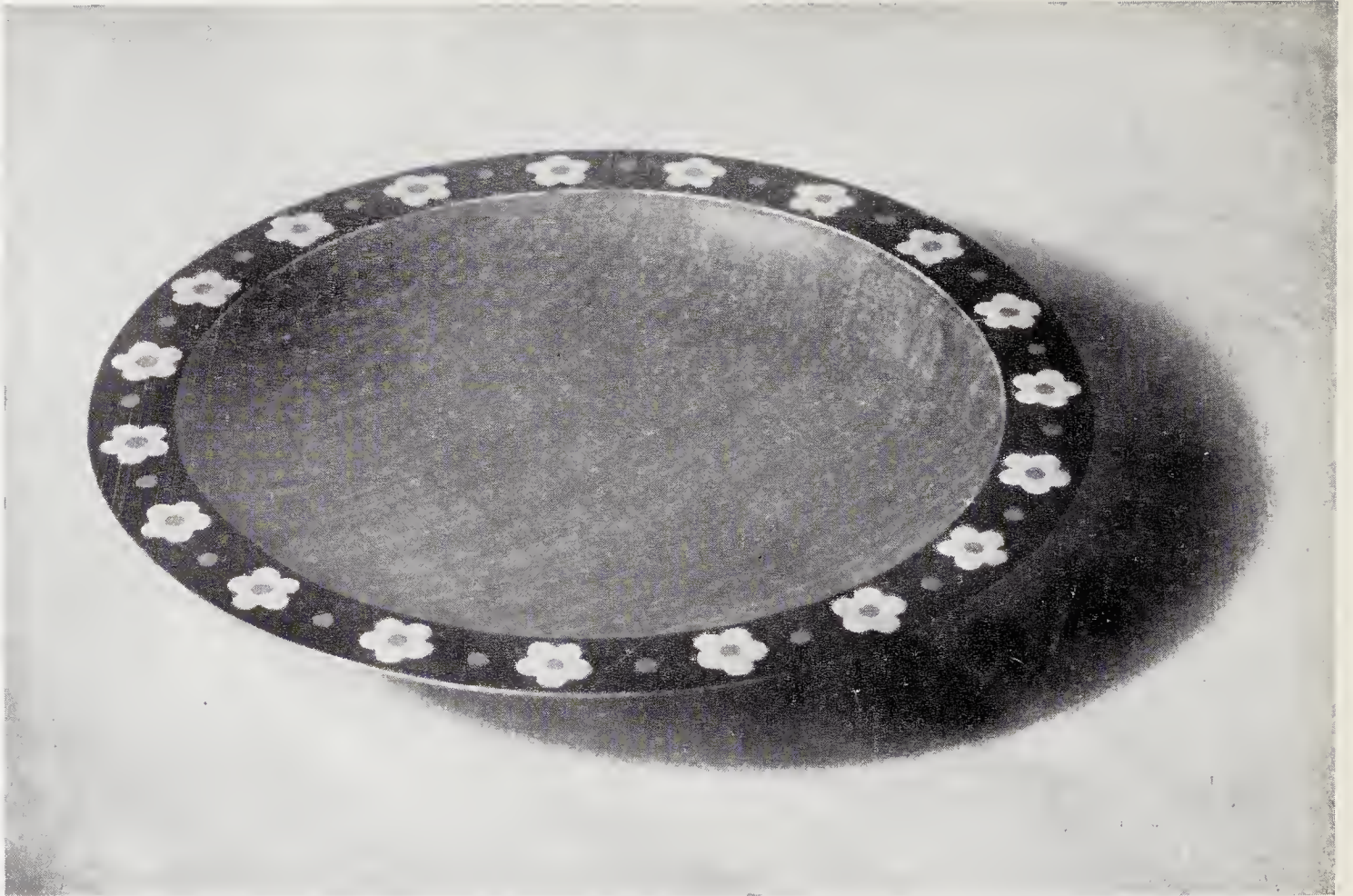
Wooden chutney set with ivory inlay.
Regional Design Centre, Delhi.
A.I.H.B.

Wooden fruit set with spoons.
Regional Design Centre, Bombay.
A.I.H.B.





Wooden bowls with scratched decoration.
Regional Design Centre, Bombay.
A.I.H.B.



Lacquered wooden tray.
Regional Design Centre, Delhi.
A.I.H.B.



Carved Sandal wood tray.
Regional Design Centre, Bangalore.
A.I.H.B.



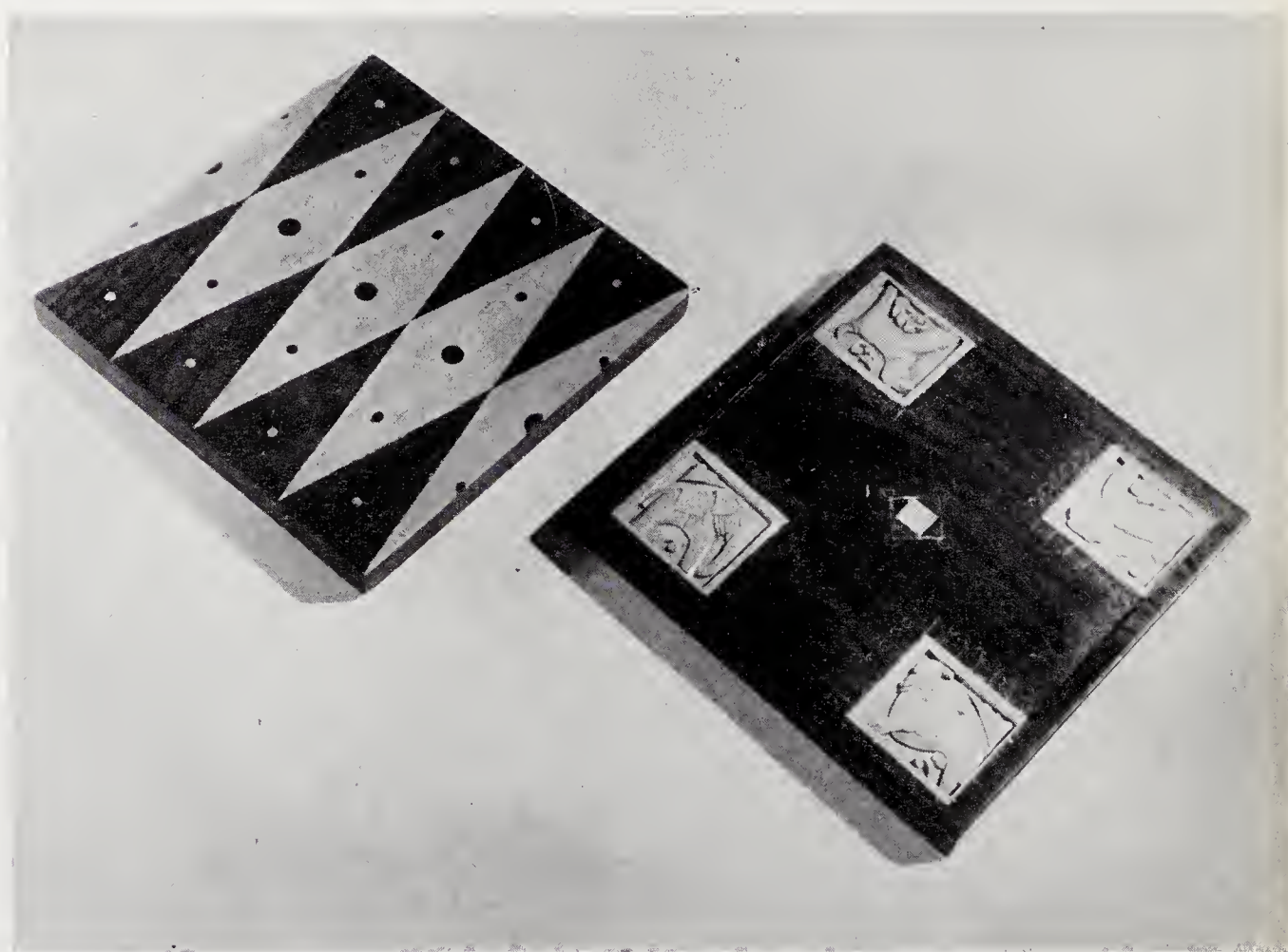
Lacquer-turned bowl.
Institute of Industrial Design.
Department of Industries, Patna (Bihar)



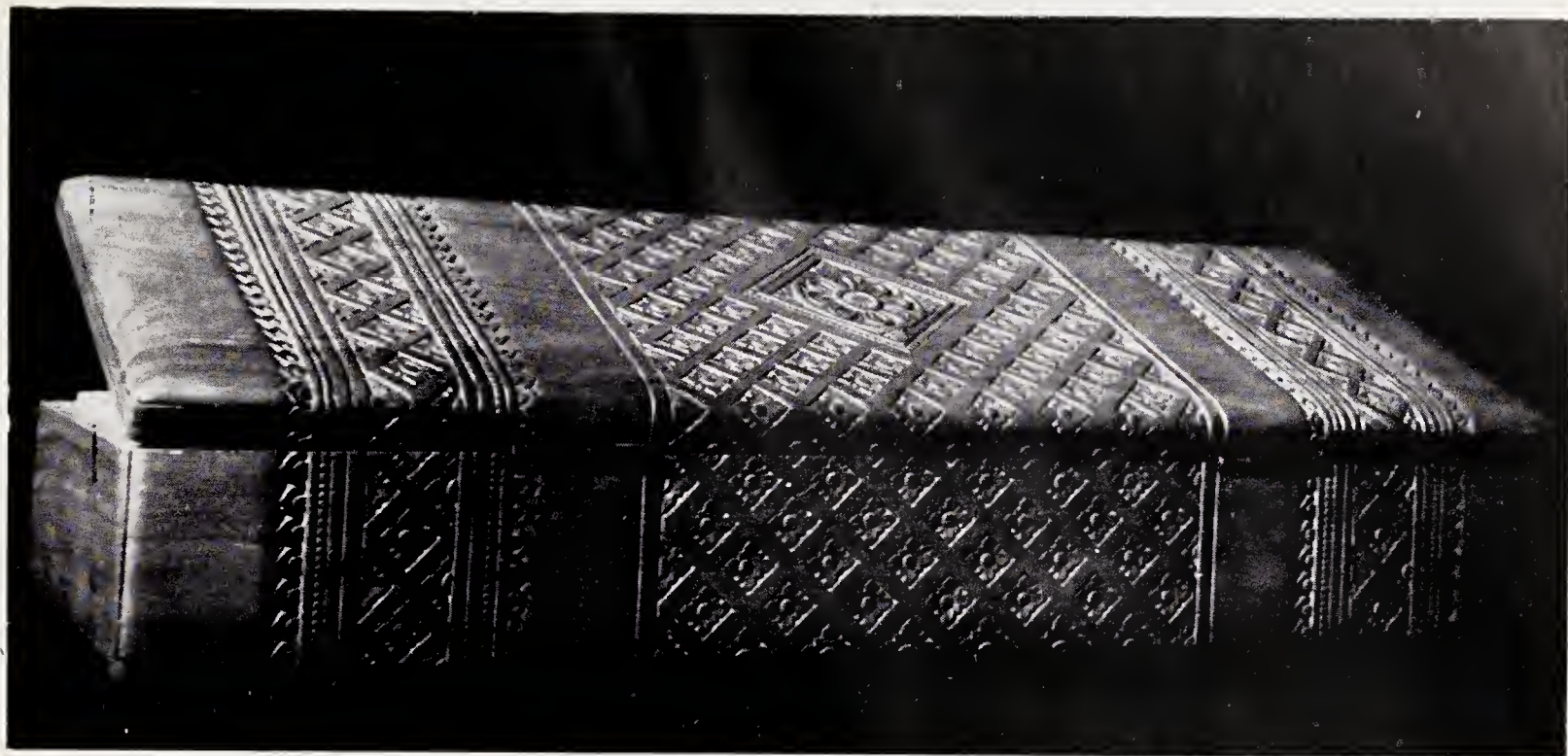
Walnut tray & dish.
School of Designs.
Department of Industries,
Srinagar, (Kashmir)



Decorative box.
Regional Design Centre, Bombay.
A.I.H.B.



Decorative wooden tiles.
Regional Design Centre, Bombay.
A.I.H.B.



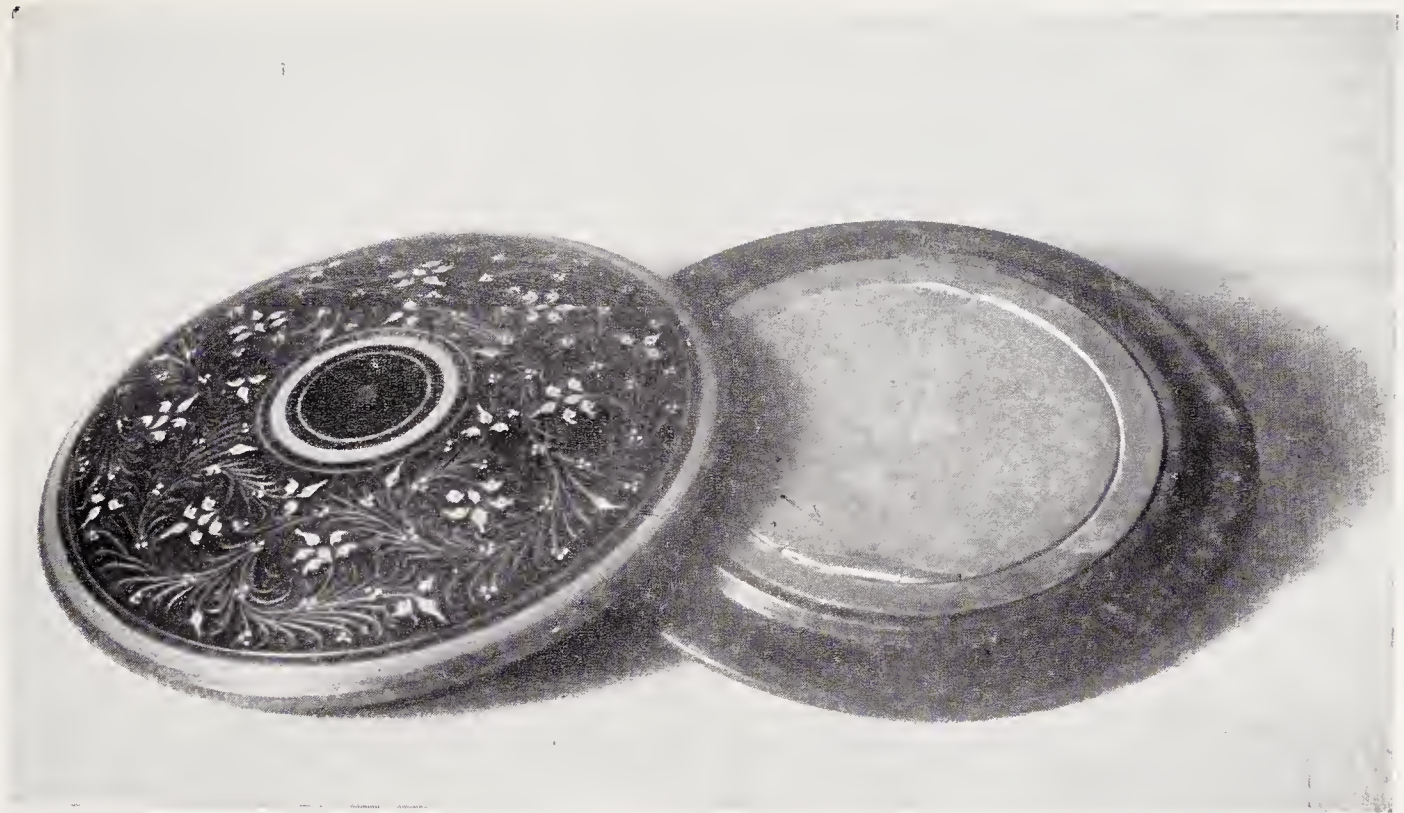
Carved Sandalwood box.
Regional Design Centre, Bangalore.
A.I.H.B.



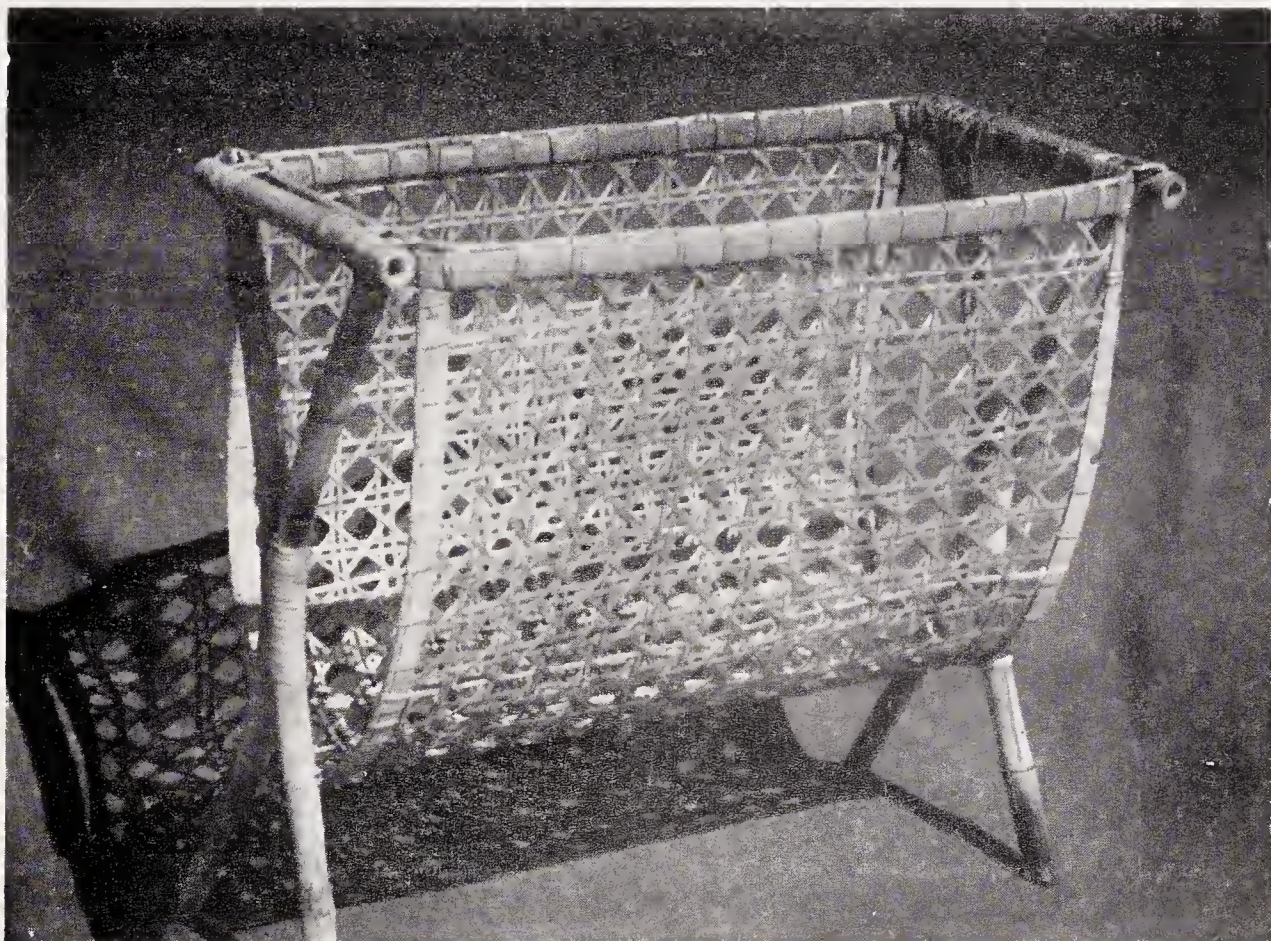
Wooden cigarette-box with metal decoration.
Regional Design Centre, Delhi.
A.I.H.B.



Sandalwood batons.
Regional Design Centre, Bangalore.
A.J.H.B.



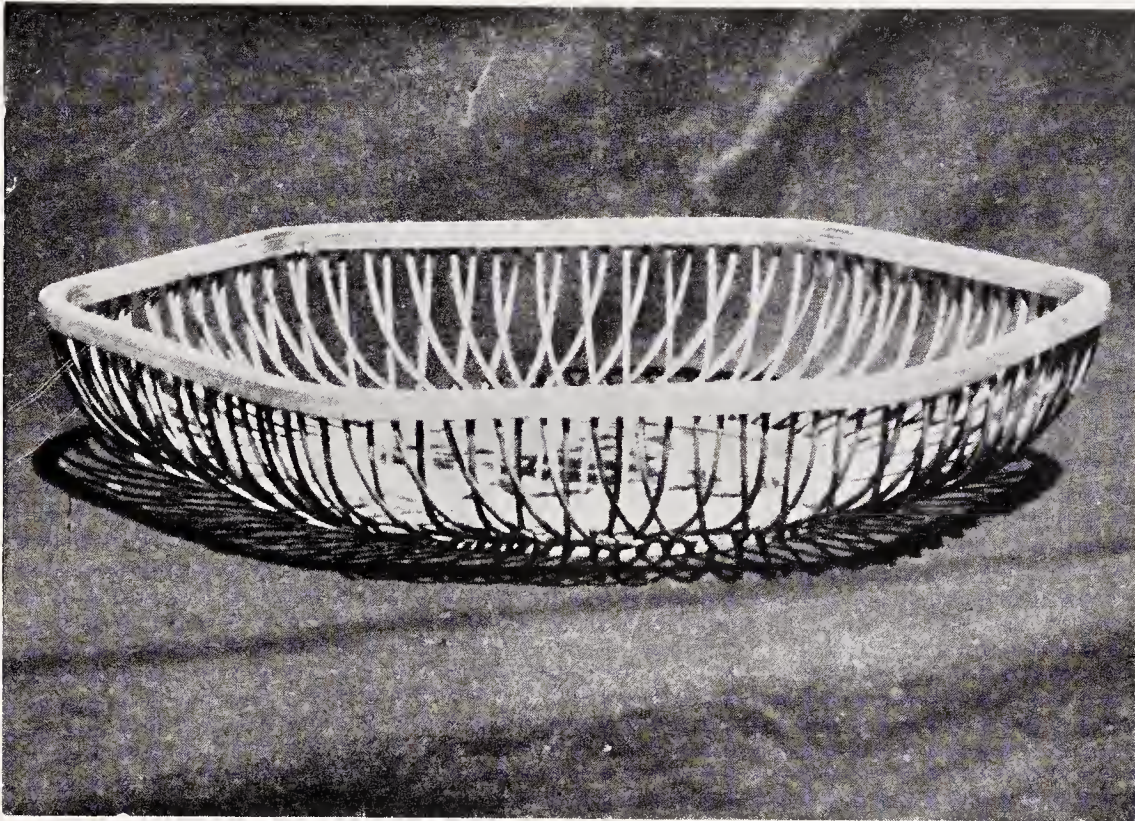
Lacquer-turned compact case.
Regional Design Centre, Delhi.
A.I.H.B.



Cane Magazine rack.
Institute of Industrial Design.
Department of Industries, Patna, (Bihar)



Cane & bamboo furniture.
Regional Design Centre, Calcutta.
A.J.H.B.



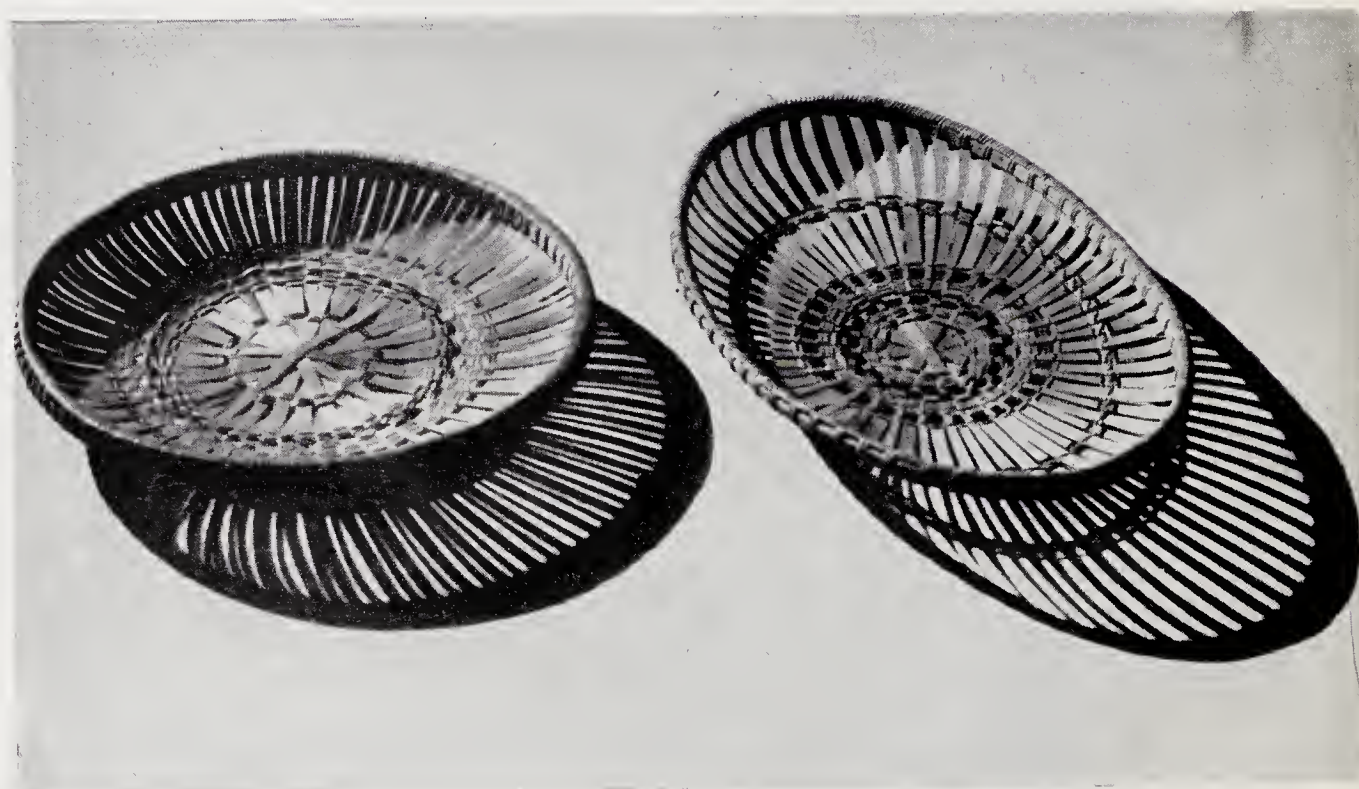
Bamboo fruit basket.
Institute of Industrial Design
Department of Industries. Patna, (Bihar)



Bamboo tray.
Institute of Industrial Design.
Department of Industries. Patna, (Bihar)



Cane & Bamboo
basket.
Institute of Indus-
trial Design
Department of
Industries. Patna,
(Bihar)



Bamboo Basket,
Regional Design
Centre,
Calcutta,
A.I.H.B.

Bamboo basket.
Institute of Industrial Design.
Department of Industries, Patna, (Bihar)



Wood and ivory chutney-set.
Regional Design Centre, Delhi.
A.I.H.B.



TEXTILE PRINTS



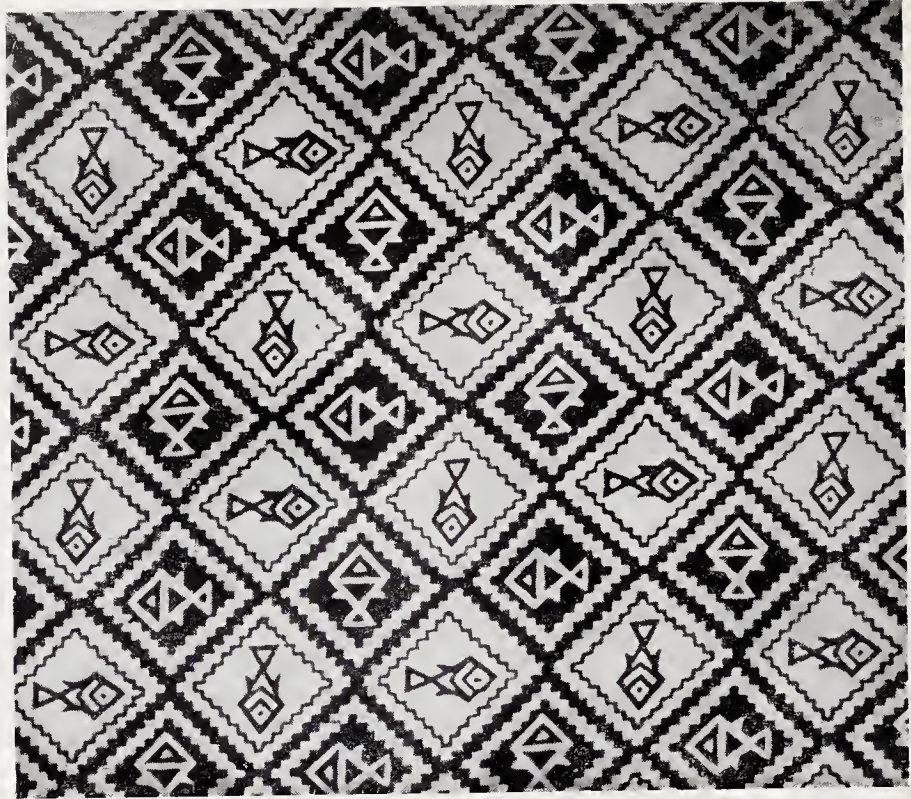
Textile print.
Regional Design Centre, Calcutta.
A.I.H.B.



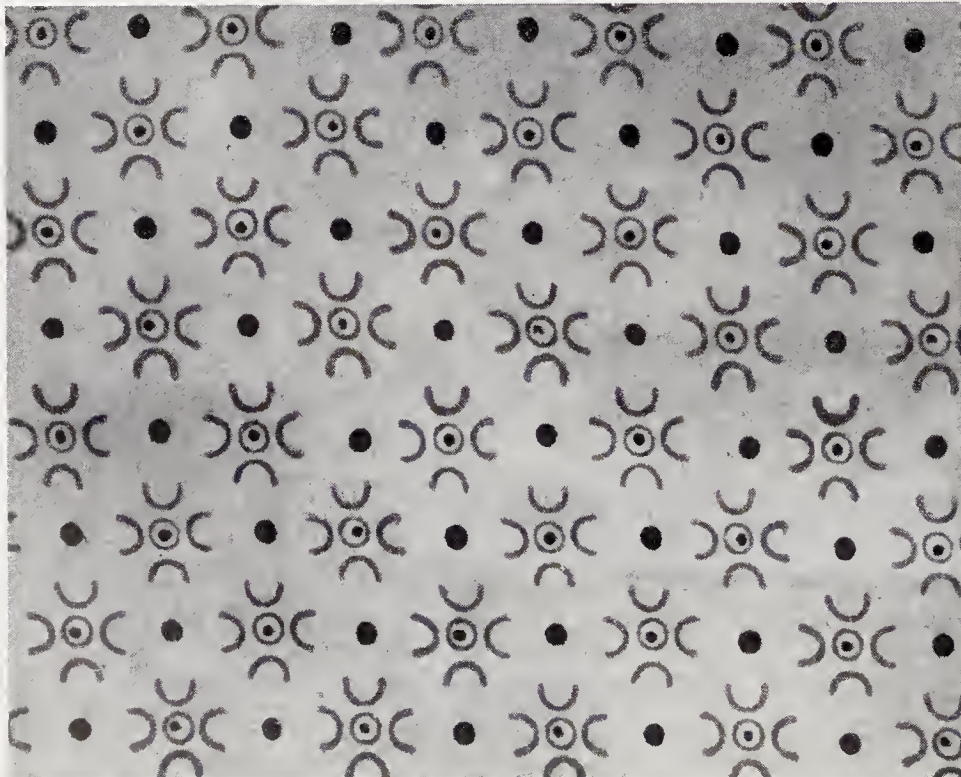
Textile Print.
Regional Design Centre, Calcutta.
A.I.H.B.



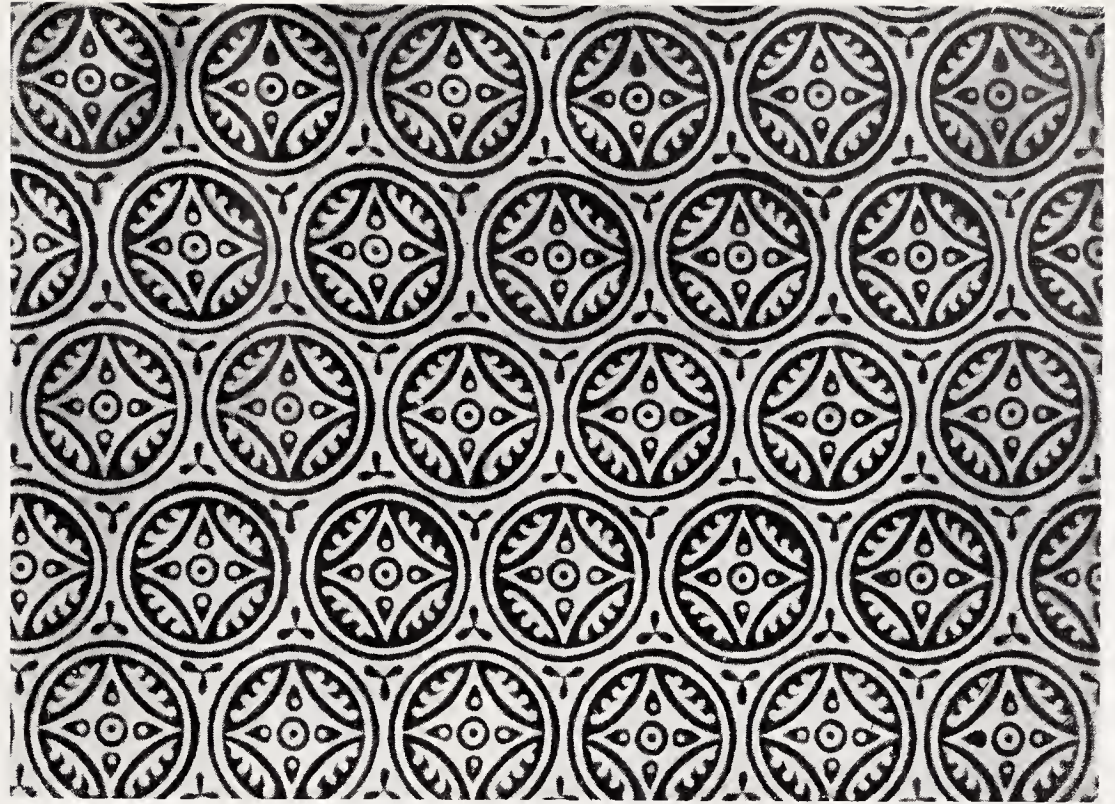
Textile Print.
Regional Design Centre, Calcutta.
A.I.H.B.



Textile Print.
Central Design Centre.
Department of Industries.
Lucknow, (U.P.)

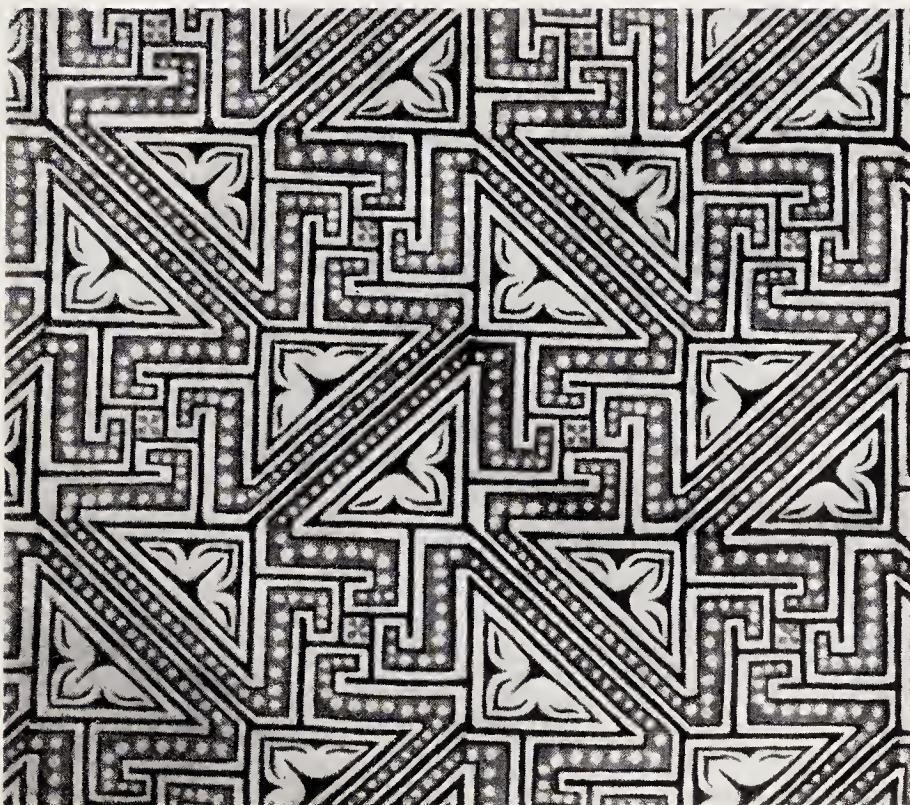


Textile Print.
Central Design Centre,
Department of Industries,
Lucknow, (U.P.)



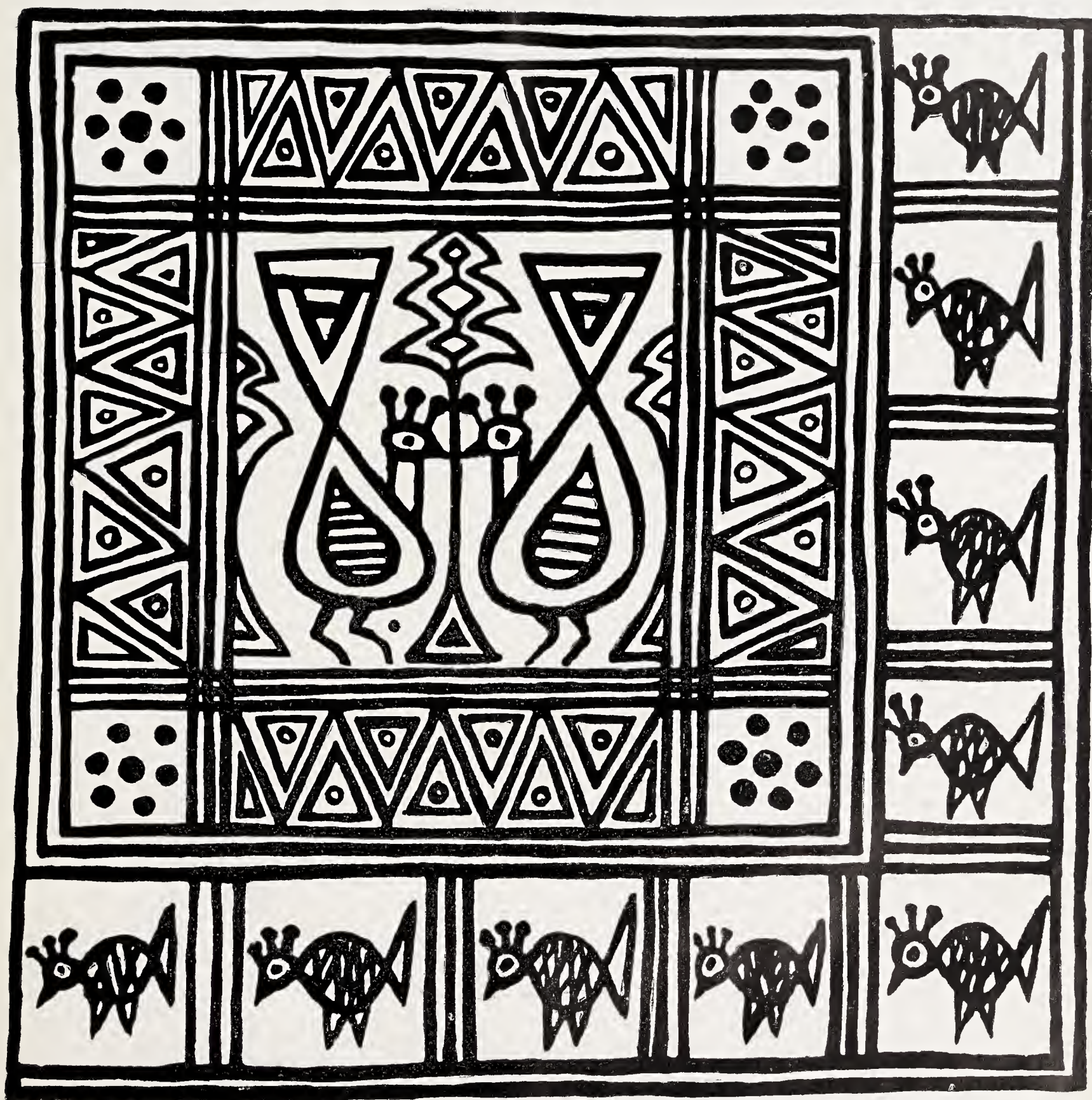
Textile Print.
Central Design Centre,
Department of Industries.
Lucknow, (U.P.)

Textile Print.
Central Design Centre,
Department of Industries.
Lucknow, (U.P.)





Textile Print.
Regional Design Centre, Calcutta.
A.I.H.B.



Textile Print.
Regional Design Centre, Calcutta.
A.I.H.B.



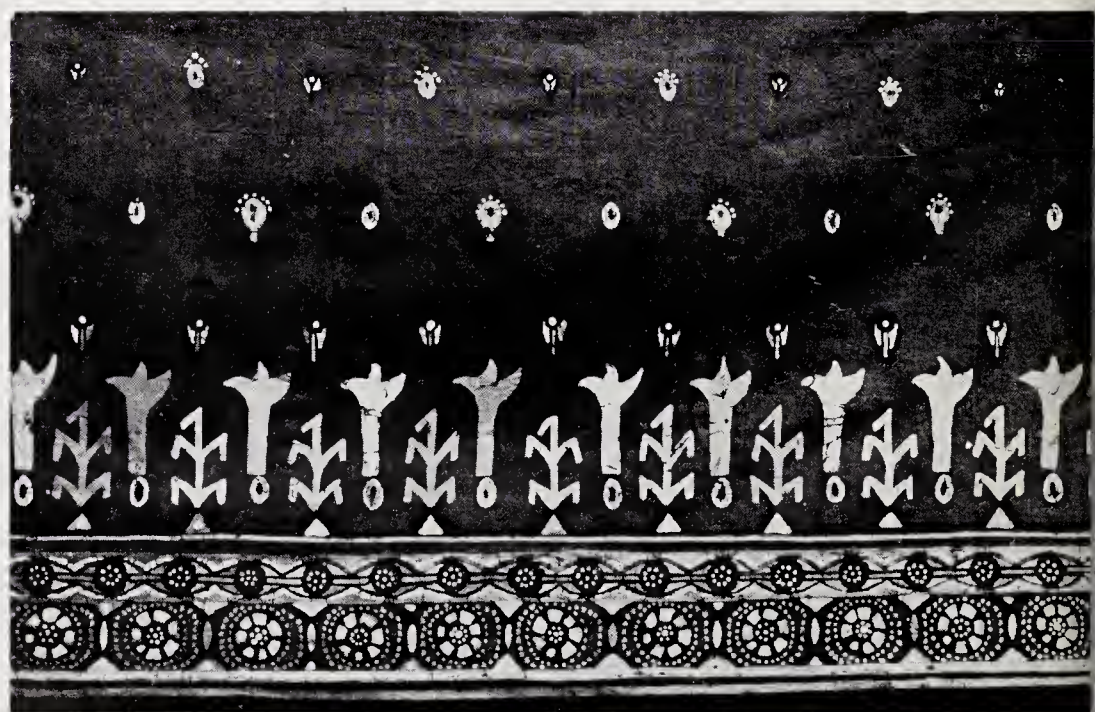
Textile Print.
Regional Design Centre, Calcutta.
A.I.H.B.

→
"Bathik".
Regional Design Centre, Bombay.
A.I.H.B.





"Bathik".
Regional Design Centre, Bombay.
A.I.H.B.



"Bathik".
Regional Design Centre, Bombay.
A.I.H.B.



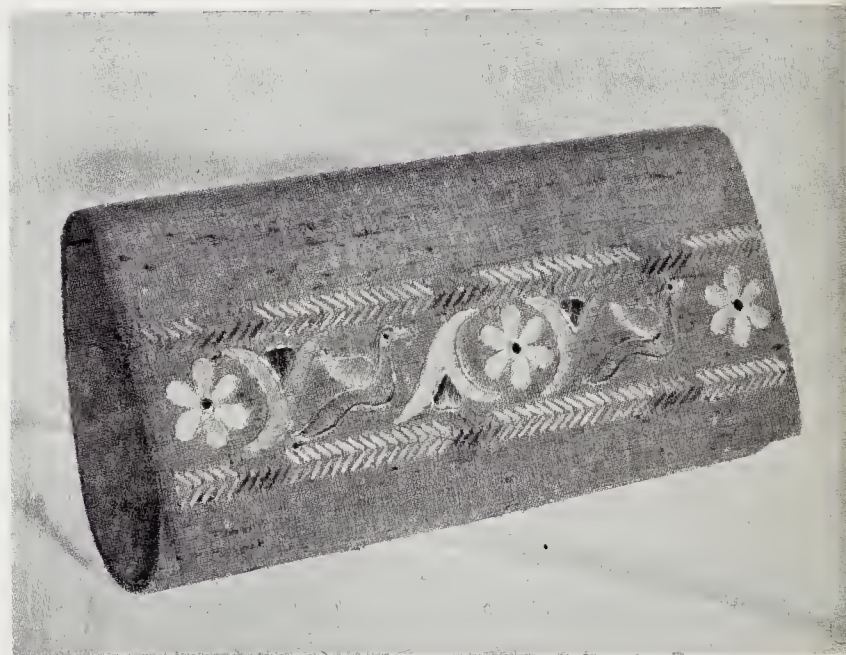
"Bathik".
Regional Design Centre, Bombay.
A.I.H.B.

miscellaneous

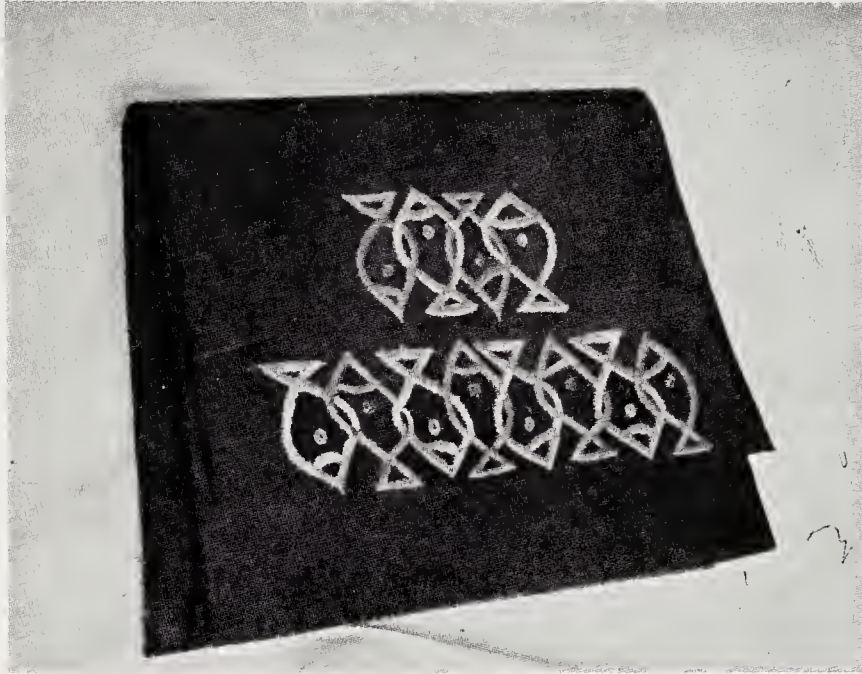


Wrapping Paper Design.
Planning & Promotion Department.
Indian Cooperative Union.
New Delhi.

Embroidered hand-bag.
Planning & Promotion Department.
Indian Cooperative Union.
New Delhi.



Embroidered hand-bag.
Planning & Promotion Department.
Indian Cooperative Union.
New Delhi.



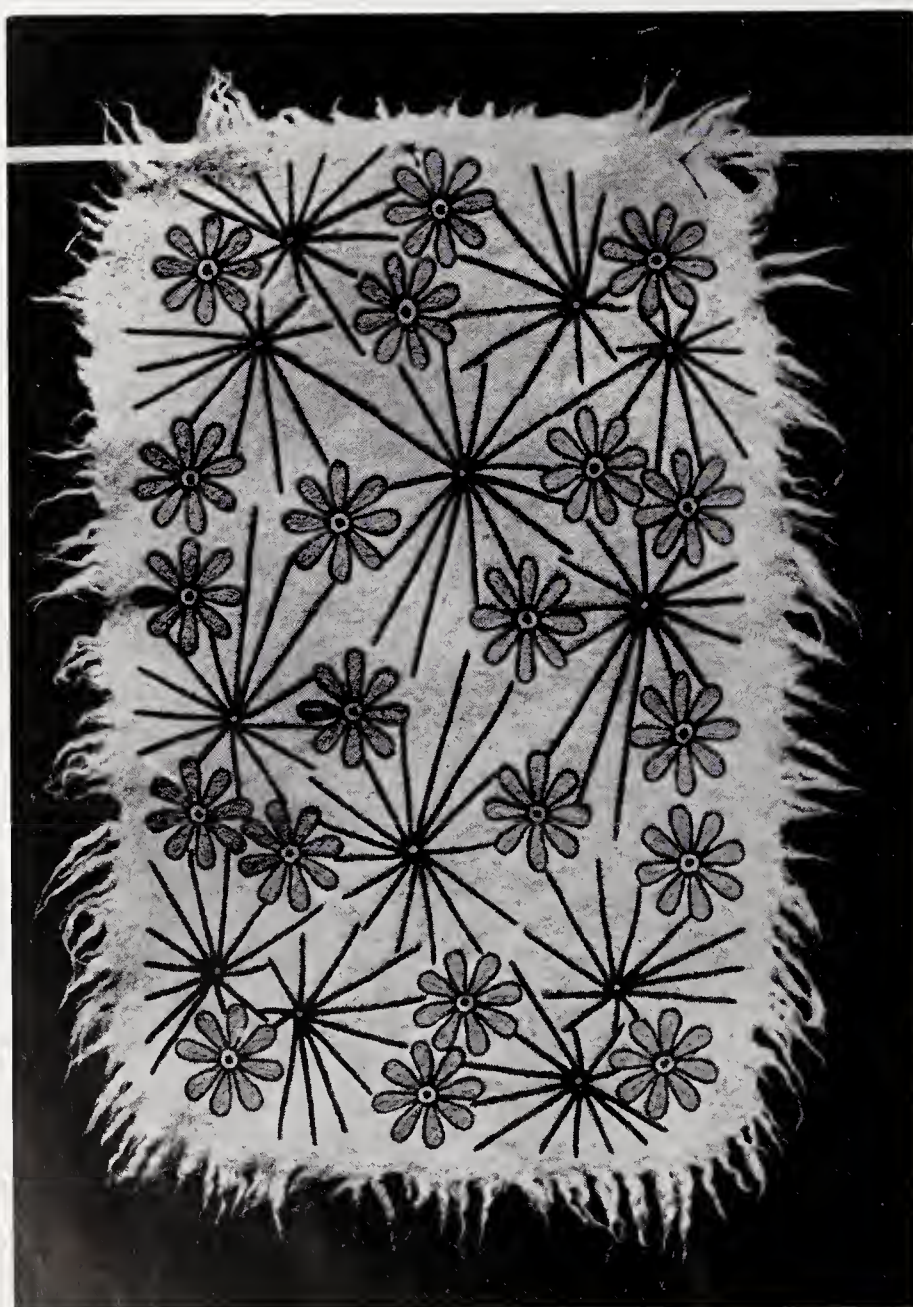
Embroidered hand-bag.
Planning & Promotion Deptt.
Indian Cooperative Union.
New Delhi.



Leather Purse.
Institute of Industrial Design.
Department of Industries.
Patna, (Bihar)

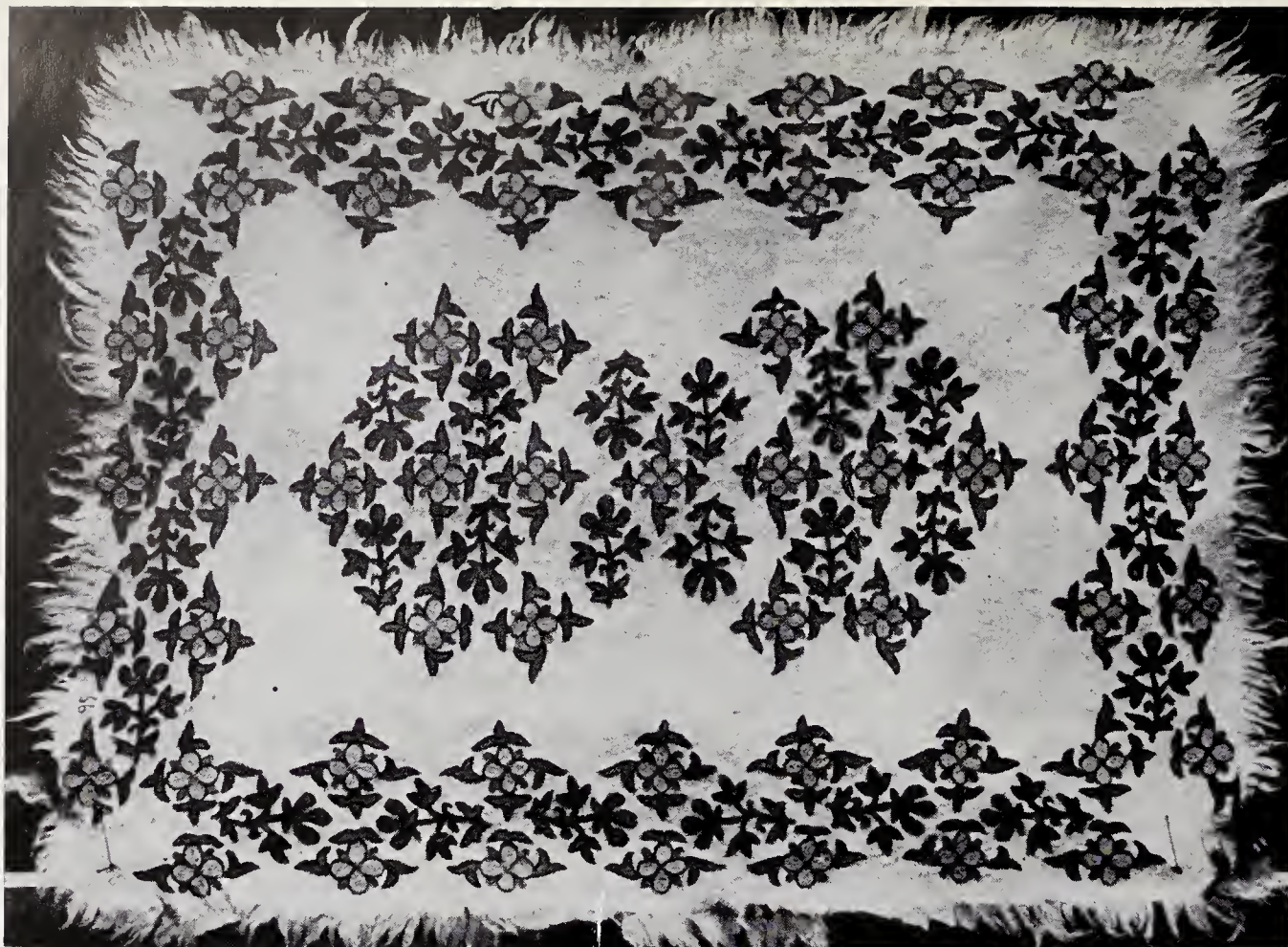
Namdah rug.
School of Design
Department of Industries
Srinagar, (Kashmir)

→



Namdah rug.
School of Design.
Department of Industries.
Srinagar, (Kashmir)





Namdah rug.
School of Designs.
Department of Industries.
Srinagar, (Kashmir)



Namdah rug.
School of Designs.
Department of Industries.
Srinagar, (Kashmir)

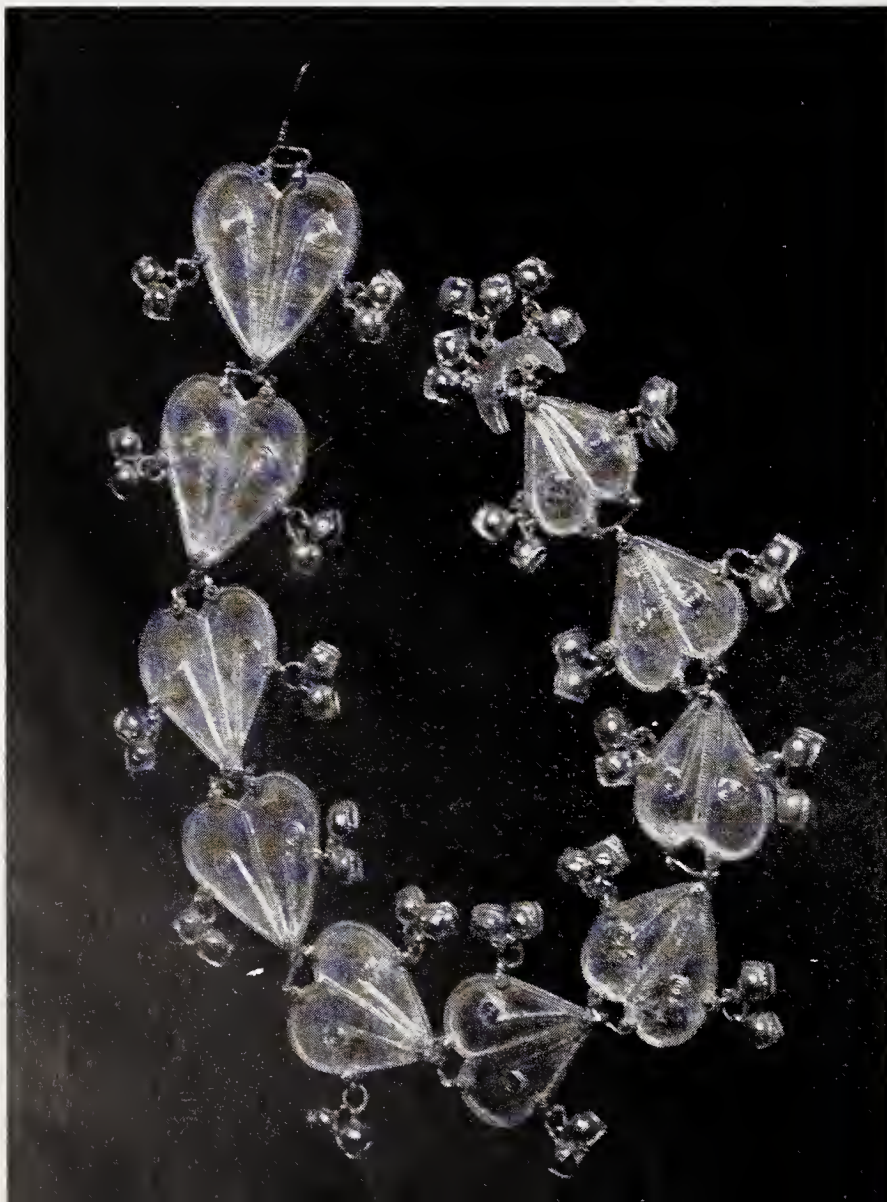
jewellery



Jewellery.
Institute of Industrial Design.
Department of Industries, Patna, (Bihar)

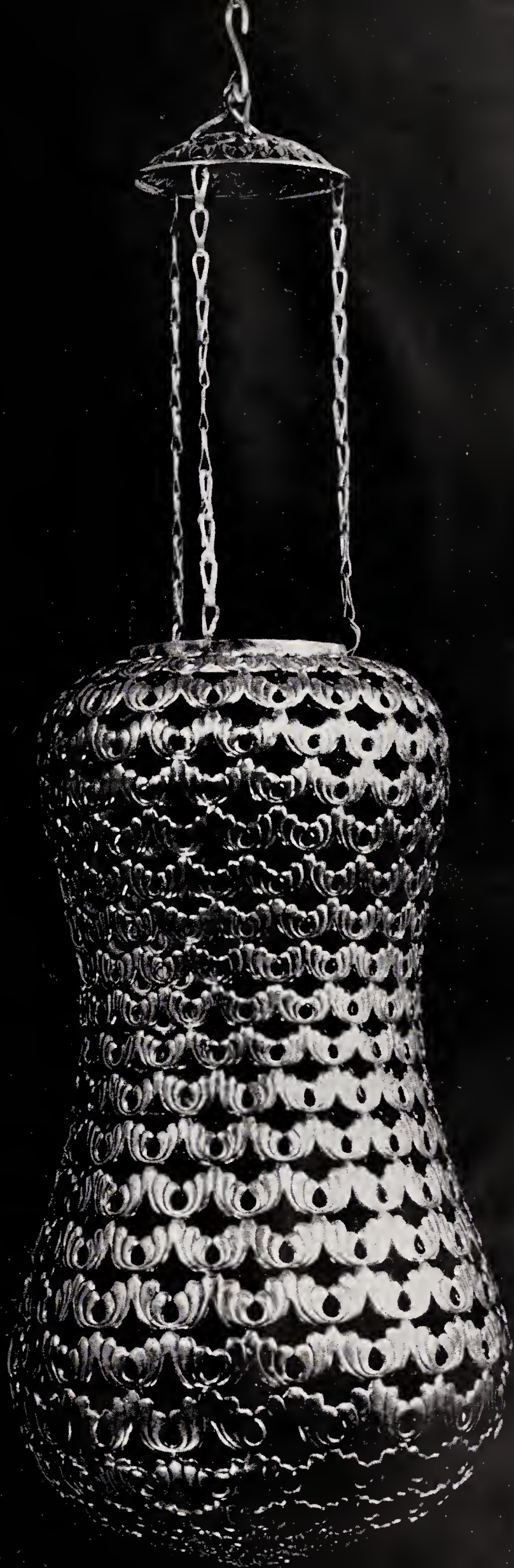


Jewellery.
Regional Design Centre, Calcutta.
A.I.H.B.



Metal Hanging Lamp.
Regional Design Centre, Delhi.
A.I.H.B. →

Jewellery.
Institute of Industrial Design.
Department of Industries. Patna, (Bihar)



SERVICES PROVIDED BY DESIGN CENTRES

The All India Handicrafts Board has set up 4 Regional Design Development Centres in Delhi, Calcutta, Bombay and Bangalore. The Handicrafts Board has also assisted some of the States in setting up design centres in Kashmir, U.P., West Bengal, Punjab, Orissa, Rajasthan, etc. as well as the Indian Co-operative Union. The Board proposes to assist other States in setting up further Design Extension Centres.

The aims of the Design Centres are to conduct research in the traditional crafts of the region, to restyle certain traditional crafts to suit the changing conditions of living, as also to create new designs. The Design Centres' main function is to act as service centres to craftsmen, co-operative societies, production centres, marketing agencies and exporters. Samples and technical working drawings are loaned to parties requiring them for reproduction. Design and technical guidance is also given from these centres.

The present album contains some of the designs produced at the Board's Regional Design Centres and those centres assisted by the Board.

It is hoped that this small publication will reach craftsmen, manufacturers and others and help to establish contact with the Design Centres for design service and assistance. The addresses of the Design Centres are :

- (1) The Director,
Design Development Centre,
All India Handicrafts Board,
43, Okhla Industrial Estate,
NEW DELHI.
- (2) The Director,
Design Development Centre,
All India Handicrafts Board,
35, Union Park, Pali Hill,
Khar, BOMBAY—52.
- (3) The Director,
Design Development Centre,
All India Handicrafts Board,
55-Ballygunge, Circular Road,
CALCUTTA-19.
- (4) The Director,
Design Development Centre,
All India Handicrafts Board,
8, Church Street,
BANGALORE—1.
- (5) The Director,
Central Design Centre,
Moti Mahal,
LUCKNOW.
- (6) The Technical Organiser,
Office of the Technical Organiser,
DHARAMSALA.
- (7) The Director,
Institute of Industrial Design,
Boring Road,
PATNA 7.
- (8) The Director,
School of Designs,
SRINAGAR.
- (9) The Director,
Design Demonstration-cum-Extension
Centre, Orissa,
CUTTACK.
- (10) The Principal,
Arts & Crafts Institute,
JAIPUR.
- (11) The Director,
Planning & Promotion Department,
Indian Co-operative Union,
Janpath,
NEW DELHI.

